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MTS-3244US PATENT
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: S. Gotoh et al. : Art Unit: 2161
Serial No.: 09/783,899 : Examiner:
Filed: February 15, 2001 :
FOR: ADVERTISEMENT DATA :
SUPPLYING METHOD, ADVERTISEMENT :
DATA REPRODUCING APPARATUS, AND
SYSTEM FOR THE SAME

SUPPLEMENTAL PRELIMINARY AMENDMENT

Assistant Commissioner for Patents
Washington, D.C. 20231

S I R :

This Supplementary Preliminary Amendment supplements the
Preliminary Amendment filed on February 15, 2001:

IN THE CLAIMS:

Please add new claims 39-41 as follows:

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1 39. (Newly Added) In a system for displaying program data and sets of
2 advertisement data on a display of a user having a storage medium, a method of
3 sequencing program data and sets of advertisement data comprising the steps of:

4 (a) receiving sets of advertisement data and program
5 data from a digital television broadcasting station;

6 (b) storing other sets of advertisement data in the
7 storage medium;

8 (c) selectively synthesizing the program data received
9 in step (a) with portions of the other sets of advertisement data
10 stored in step (b); and

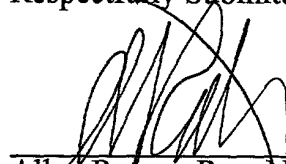
11 (d) displaying the data synthesized in step (c).

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1 40. (Newly Added) The method of claim 39 wherein step (c)
2 includes replacing portions of advertisement data received in step (a) with portions
3 of the other sets of advertisement data stored in step (b).

1 41. (Newly Added) The method of claim 39 wherein step (c)
2 includes inserting portions of the other sets of advertisement data stored in step (b)
3 into the sets of advertisement data and program data received in step (a).

Respectfully Submitted,



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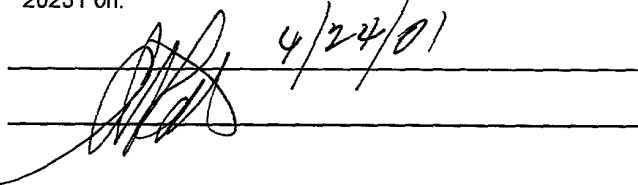
AR/ap

Dated: April 24, 2001

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VERSION WITH MARKINGS TO SHOW CHANGES MADE

CLAIMS:

Claims 39-41 have been added.

Patented 10/20/2010